

California WIC BPC Program
Allowable Costs for Breastfeeding Peer Counseling Program Funds

Local agencies receiving Breastfeeding Peer Counseling (BPC) Program funds shall use the funds in a manner consistent with the requirements set forth by USDA's *Loving Support® Model for a Successful Peer Counseling Program*. The primary purpose of the funds is to provide direct breastfeeding support services through peer counseling to WIC participants.

Item or Service	Allowable Costs	Comments
Durable Goods and Space		
Furniture, computers/laptops, and office equipment used to provide peer counseling services and training	Yes	May purchase no more than one computer per Peer Counselor (PC).
Phone lines, internet service, cell/smartphones, pagers and answering machines for contacts between PCs and mothers	Yes	
Portable baby scales for PC to weigh infants outside of the WIC clinic	Yes. Adequate training and supervision of the PC by an International Board Certified IBCLC or other lactation expert and policies surrounding the use of scales and their purpose must be in place. No more than one baby scale for PC use is allowed per clinic.	NSA funds are used to purchase scales for use by staff other than PCs.
Space and lease costs for PCs to provide services	Yes	
Incentives and Educational Materials to Promote Breastfeeding		
Breastfeeding educational materials for mothers such as pamphlets and DVDs	No	NSA funds are used for this purpose.

Item or Service	Allowable Costs	Comments
Breast pumps and breastfeeding aids for mothers	No	NSA funds may be used for this purpose.
Breast pumps and breastfeeding aids for demonstration purposes by PCs	Yes	
Incentive items distributed to WIC participants to encourage breastfeeding	No	NSA funds may be used for this purpose.
Food	No	
Personnel and Compensation		
Salaries and compensation for PCs, designated PC supervisors, and International Board Certified Lactation Consultants (IBCLC)	Yes	
Salaries and compensation for IBCLCs	Yes. BPC Program funds may be used to hire IBCLCs to provide oversight/management of BPC Programs and/or supervision, mentoring, counseling, and referral expertise for PCs.	<p>BPC Program funds cannot be used to disproportionately hire lactation management experts versus PCs.</p> <p>NSA funds may be used to strengthen general IBCLC breastfeeding expertise in WIC.</p>
Salaries and compensation for dual-role staff, e.g., part-time WIC Nutrition Assistant and part-time PC	Yes, BPC Program funds may be used for the portion of time spent as PC. The “dual-role” staff must meet the definition of PC in the Loving Support Model ®, including being available to participants outside of regular WIC hours.	<p>Definition of a PC:</p> <ul style="list-style-type: none"> • Paraprofessional • Recruited and hired from target population, and • Available to WIC clients outside usual clinic hours and outside the WIC clinic environment

Item or Service	Allowable Costs	Comments
Males as PCs	No. The definition of PC in the Loving Support Model © is based on research demonstrating the benefit of hiring PCs from WIC's target population of WIC-eligible women.	Men can be valuable members of breastfeeding promotion and support activities in WIC, such as providing father-led support groups and other activities to support breastfeeding mothers and families. However, components and activities that are outside of those defined by the Loving Support Model © must be funded through the regular NSA grant or other sources.
Recruitment of PCs and related staff	Yes	
Staffing and expenses related to breastfeeding hotlines and call centers.	Yes. BPC Program funds may be used to hire PCs to answer calls to a hotline or call center if the peer counselor meets the definition of PC and receives the appropriate training and supervision as outlined in the Loving Support Model ©. Other expenses related to the hotline/call center such as rent, phone lines, equipment, are allowable for any portion of those expenses that are for the purpose of a PC providing participant contacts through the hotline/call center.	

Item or Service	Allowable Costs	Comments
Staff Training and Resources		
Travel and fees for training of PCs and peer counseling staff/managers	Yes, if training is a SA approved training. See WIC Program Manual (WPM) 630-15 and 190-00	
Travel for home and hospital visits by PCs and IBCLCs	Yes	
Continuing Education for IBCLCs	Yes, if it relates to peer counseling programs (e.g., , managing, mentoring, serving as a referral)	
Breastfeeding resources for PCs and peer counseling supervisors	Yes, if the resources are related to peer counseling, e.g., training materials for PCs.	NSA funds may be used to purchase general breastfeeding resources for WIC staff.
Breastfeeding resources for WIC staff not related to peer counseling	No.	
Training and coursework for PCs to become IBCLCs or certified lactation counselors (CLCs)	Yes. The research recommends that PCs be provided career path options (e.g., training/experience to become senior level PCs; advanced training to become lactation consultants, etc.).	The priority use of BPC Program funds is to hire and train PCs to provide breastfeeding peer counseling services to WIC participants. FNS would not expect to see State agency BPC Program implementation plans heavily focused on training and coursework for PCs to become IBCLCs or CLCs.
IBCLC exam fees	No	
IBCLC association membership fee	No	

Item or Service	Allowable Costs	Comments
Peer Counseling Program Advertising and Promotion		
Pamphlets and similar materials to promote the peer counseling program	Yes	
Media campaigns, e.g., bus placards, to advertise breastfeeding peer counseling programs	Yes	<p>FNS would not expect to see a large portion of the BPC Program funds spent on advertising the program at the expense of direct services to participants.</p> <p>BPC Program funds may not be used for ads that promote breastfeeding in general—NSA funds may be used for those purposes.</p>
T-Shirts, buttons and similar items that identify PCs	Yes	
Miscellaneous		
Indirect Program Costs (e.g., lease/rental costs, copying costs, HR services, legal services, utilities)	Yes	
Second nutrition education contacts	No. BPC Program funds are for activities that are in addition to current required WIC activities.	<p>NSA funds provide for at least two nutrition education contacts; therefore, BPC Program funds may not be used for the “second” contact.</p> <p>In addition, the 1/6th nutrition education requirement and breastfeeding target must be met with regular NSA funds.</p>
Childcare	No	
Cribs or other materials and equipment for infants of PCs who bring their babies to	No	

work		
Item or Service	Allowable Costs	Comments
Evaluation studies of peer program effectiveness	No	
Peer counseling services to non-WIC participants	In general, no. PCs should refer WIC-eligible women to WIC to apply for WIC benefits. PCs should refer women who are not WIC-eligible to appropriate non-WIC resources.	In situations where both non-WIC participants and WIC participants are together, e.g., hospitals, PCs may initially see both. However, on-going peer counseling contacts with non-BPC Program or non-WIC participants is not an allowable cost.

Authority

Allowable Costs for Breastfeeding Peer Counseling Funds, October 1, 2011

Loving Support© Through Peer Counseling: A Journey Together – for WIC Managers, USDA, November, 2011

Loving Support© Frequently Asked Questions 2011

Loving Support© Model for a Successful Peer Counseling Program